

GUIDELINES FOR MANAGERS CONVERTING TO THIRD GENERATION EDP

Converting your company's computer operations to third generation equipment may seem to be the answer to a lot of your EDP problems — but before you begin adding up the benefits of actually meeting your computer programming cost objectives, you must decide *how to manage* your conversion effort.

And management means *planning*. You can start by inventorying your software to be converted... noting the status of each program to be converted... examining your language and documentation standards... assessing your training requirements for programming and operations staffs — but you'll have to constantly keep in mind the economic imperatives for your company. What can you afford? What makes the most sense economically? What's the best balance you can arrive at?

AMA's repeat session of an important Orientation Seminar, Managing the Conversion to Third Generation Equipment, is specifically designed to give you the kind of help you are seeking in this major management effort.

For this timely seminar AMA has assembled a roster of outstanding chairmen and speakers to provide you with authoritative guidance in *managing* your company's conversion to third generation equipment. At the meeting you'll consider whether the languages, computers, operating systems, utility packages and testing and debugging routines you are using should be retained or changed, and to what extent third generation computers require major changes. You'll discover how the current status of your individual EDP programs affects the timing of your conversion efforts... you'll study ways of adapting your present EDP language and documentation standards for use with third generation hardware... and learn how to make sure that EDP production delays occurring during actual conversion are held within acceptable limits set by top management.

Speakers will discuss the impact of your conversion efforts on peripheral equipment... on character sets... on compatibility involving cards, tape or print... and on your utility routines, as well as on other operating activities.

The meeting will also cover the specific steps you must take to ensure that your contract with the manufacturer provides the manpower and machine back-up you'll need to process necessary work while converting to your new machines. Discussion of your interim relations with the manufacturer will offer you guidelines for helping the maker custom-tailor a new system to meet your specific EDP requirements... and ensure that he continues to make back-up services available until the new computer has been tested out, and the conversion successfully completed. Attention will also be given to penalty charges, conversion aids and testing time. The meeting will conclude with guidelines on how you can organize to get the results you're after, with attention being focused on critical areas involving communications, education, implementation and documentation.

Check over the outline opposite for complete details of this meeting. You may send as many men as you choose but please remember that over-all attendance is limited. That's why it's important to secure your places early. Just fill in and mail the enclosed clip-out card. Or, for immediate confirmation of your reservations, simply wire or phone AMA's Seminar Registrar in New York City.

MANAGING THE CONVERSION TO THIRD GENERATION EQUIPMENT

Orientation Seminar #6279-04

June 26-28, 1967

AMA Headquarters, New York City

Leaders and Speakers Include:

W. EUGENE WHITLEY
Project Manager
Computer Applications, Inc.
Philadelphia, Pa.

ALBERT CHIAPPINELLI, JR.
Vice-President
Computer Methods Corp.
White Plains, N. Y.

FRANK V. PIETRANTONIO
Department Chief — Information
Systems Development
Western Electric Co., Inc.
Newark, N. J.

VICTOR ERSKINE
Manager, Systems Programming
The Chase Manhattan Bank
New York, N. Y.

JAMES L. NELSON
Director, Systems Support
Railway Express Agency
New York, N. Y.

MICHAEL N. RAISER
Manager, Programming
Celanese Chemical Co.
New York, N. Y.

STANLEY GRAHAM
Manager, Operations
IBM Programming Systems
International Business
Machines Corp.
Poughkeepsie, N. Y.

JOHN A. MOORE
Programming Manager
Readers Digest Association, Inc.
Pleasantville, N. Y.

SEMINAR OUTLINE

- | | |
|---|--|
| <p>I. CONVERSION PLANNING CONSIDERATIONS</p> <p>A. Inventory of Software to Be Converted</p> <p>B. Status of Each Program to Be Converted</p> <p>C. Language and Documentation Standards</p> <p>D. Economics</p> <p>E. Training Requirements for Programming and Operations Staffs</p> <p>F. Batch vs. Real-Time—Shared-Time Considerations</p> <p>II. PROBLEMS WITH SOFTWARE</p> <p>A. Languages</p> <p>B. Computers</p> <p>C. Operating Systems</p> <p>D. Utility Packages</p> <p>E. Testing and Debugging Routines</p> <p>III. SYSTEMS EVALUATION</p> <p>A. Straight Conversion</p> <p>B. Redesign</p> <p>C. Reprogramming</p> <p>IV. NEW CONVERSION</p> <p>V. EMULATION, SIMULATION AND TRANSLATION</p> <p>VI. COMPANY POLICY DECISIONS</p> <p>A. Moratoriums on New Work</p> | <p>B. Delay in Production or Development of New Work</p> <p>C. Outside Assistance</p> <p>VII. SOFTWARE AIDS</p> <p>VIII. IMPACT OF CONVERSION ON:</p> <p>A. Peripheral Equipment</p> <p>B. Character Sets</p> <p>C. Compatibility — Cards, Tape, Print</p> <p>D. Utility Routines</p> <p>E. Other Operating Activities</p> <p>IX. INTERIM RELATIONS WITH MANUFACTURER</p> <p>A. The Contract</p> <p>B. Emulations Running Times</p> <p>C. Compile Speeds</p> <p>D. Object Running Time</p> <p>E. Delivery Dates on Software and Hardware</p> <p>F. Manpower Support</p> <p>G. Machine Back-Up and Availability</p> <p>H. Penalty Charges</p> <p>I. Conversion Aids</p> <p>J. Testing Time</p> <p>X. ORGANIZING FOR RESULTS</p> <p>A. Communications</p> <p>B. Education</p> <p>C. Implementation</p> <p>D. Documentation</p> |
|---|--|

ORIENTATION



Designed for: Data Processing Managers and general management personnel responsible for the management of the data processing function. Also data processing systems and programming personnel active in management conversion activities.

Meeting format: Presentation and discussion.

MANAGEMENT INFORMATION SYSTEMS DESIGN

Workshop Seminar #6189-11

June 14-16, 1967

AMA Headquarters, New York City

This seminar is designed for experienced systems, data processing and administrative executives charged with long-range responsibility for designing and implementing an over-all management information system. With other seasoned executives you'll work out approaches to these critical aspects of the planning job: establishing long-range objectives... making short-range improvements consistent with long-range corporate objectives... and establishing a long-range systems timetable.

In informal discussions, you'll gain practical insight into factors that will shape the future operating environment of company operations — learn how these should provide the basis for determining requirements which must be taken into account in planning your management information system. You'll focus the collective experience of the group on working out solutions to economic and administrative problems... and coordinating management information systems plans with other key management priority projects. Most important — you'll increase your understanding of how an over-all approach to systems improvements produces better initial results and avoids costly replanning during later stages of the over-all program. *This meeting is limited to 15 managers — only one from a single company.* Ensure your place today by mailing the clip-out card. Or, for immediate confirmation, wire or phone AMA's Seminar Registrar in New York City.

Discussion Leaders:

W. J. SIMPSON

Manager of Systems & Procedures
John Inglis Co. Ltd.
Toronto, Ontario, Canada

L. SCHNITZER

Vice-President — Corporate
Planning & Controls
Burndy Corp.
Norwalk, Conn.

Resource Discussion Leader:

GEORGE M. SOKOL

Manager, Management Information Systems
Sylvania Electronic Systems Division
Sylvania Electric Products, Inc.
Waltham, Mass.

SEMINAR OUTLINE

I. ORGANIZATION

- A. Examination of Scope and Objectives
- B. Relationship to Management Objectives
- C. Responsibility for Management Information Systems Planning
- D. Policies, Procedures and Priorities

II. PLANNING

- A. Relationship to Long-Range Corporate Planning
- B. Centralization and Decentralization Information Systems
- C. Analysis of Long- and Short-Term Management Information Needs

III. DEVELOPING LONG-RANGE SYSTEMS

- A. Analysis of Significant Information Requirements
- B. Developing Priorities According to Information Needs
- C. Establishing a Long-Range Systems Timetable
- D. Coordinating Management Information Systems Plans with Other Key Management Priority Projects: e.g., Cost Reduction Programs, Reorganization Plans, Mergers and Acquisitions, Overhead Analysis and Control, Etc.

IV. DEVELOPING LONG-RANGE DATA PROCESSING PLANS

- A. Analysis of Programming, Communications Hardware and Related Requirements
- B. Integrating Business Information Needs with Other Data Processing Requirements: e.g., Scientific Data Processing, Plant Automation, Process and Numerical Control, Etc.

V. DEVELOPING LONG-RANGE MANAGEMENT SERVICES AND MANAGEMENT SCIENCES

VI. ECONOMIC PLANNING AND ADMINISTRATIVE PROBLEMS

- A. Budgetary Planning
- B. Evaluation of Alternative Plans
- C. Developing

VII. RESEARCH AREAS

- A. Management Sciences and Operations Research
- B. Data Processing — Programming Systems, Systems Analysis Techniques: e.g., Modular Planning
- C. Data Communications and Real-Time Systems

VIII. PROBLEMS OF REGISTRANTS

WORKSHOP



Designed for: Managers, Systems Designers, Senior Systems Analysts and other technicians who are personally involved with the planning, conceptual design, programming and implementation of Management and Business Information Systems.

Meeting format: Guided discussion; no presentations.

Below you will find a list of the meetings scheduled by AMA's Administrative Services Division for June through July, 1967. Heavy registration is expected. Therefore, you should make your reservations for the meetings you wish to attend as early as possible. Meetings in New York City will be held at AMA Headquarters, in Chicago at the La Salle Hotel, and in Los Angeles at the Ambassador Hotel.

SEMINAR SCHEDULE—JUNE-JULY, 1967

ADMINISTRATIVE SERVICES DIVISION

WORK-SHOP	ORIENTATION	DATE	LOCATION	WORK-SHOP	ORIENTATION	DATE	LOCATION
ADMINISTRATIVE AND OFFICE MANAGEMENT				Advanced Records Management	6135-09	July 12-14	New York City
Space Planning & Design — Office Space Planning, Layout and Design	6245-65	June 12-14	Los Angeles	Microfilm — Microfilm Information Retrieval Systems	6243-63	July 12-14	Chicago
List Administration — Developing and Managing Effective Mailing Lists	6236-04	June 19-21	New York City	Systems — The Organization and Management of the Corporate Systems Function	6251-10	July 17-19	New York City
Correspondence Management	6137-03	June 21-23	New York City	Data Communications Systems — Planning and Implementing Data Communications Systems	6265-14	July 19-21	New York City
Corporate Aircraft — Managing Business Aircraft Operations	6222-06	June 26-28	New York City	Forms Design & EDP — Forms Design and Control for Data Processing Applications	6262-03	July 19-21	New York City
Administrative Management — Organization and Management of an Effective Company Manuals Program	6154-13	July 10-12	New York City	Advanced Data Communications	6165-10	July 24-26	New York City
Office Equipment — Standardization, Selection and Maintenance of Office Equipment	6118-16	July 10-12	New York City	COMPUTER APPLICATIONS AND MANAGEMENT			
Corporate Aircraft — Managing Business Aircraft Operations — Advanced Workshop for Large Corporate Fleets	6122-63	July 12-14	Chicago	EDP Equipment — Evaluating and Selecting Computers and EDP Equipment	6273-04	May 31-June 2	New York City
Office Operations — Effective Management of Company Information: Records, Files and Documents	6130-60	July 12-14	Chicago	Data Processing Management — Measuring, Appraising and Improving Data Processing Operations	6175-63	June 12-14	Los Angeles
Office Services — Managing the Stenographic and Secretarial Services Function	6134-64	July 12-14	Chicago	Auditing — EDP Audits and Controls	6287-13	June 19-21	New York City
Forms Design & Control — Principles, Techniques and Skills of Forms Design	6263-11	July 17-19	New York City	EDP/Direct Mail — Data Processing Applied to Direct Mail Systems	6238-04	June 21-23	New York City
Office Management — Organization and Management of the Office Services Function	6125-13	July 26-28	New York City	EDP/Purchasing — EDP Systems for Purchasing Operations and Materials Management	6204-13	June 21-23	New York City
BUSINESS INFORMATION SYSTEMS				Designing Integrated Traffic Management Information Systems — Using EDP for Improved Traffic Information and Control	6201-03	July 10-12	New York City
Real Time — The Design and Application of Real-Time Systems	6294-09	May 31-June 2	New York City	Computer Applications — EDP and Management Information Systems Applied to Financial and Accounting Systems	6216-04	July 12-14	New York City
Data Systems — Fundamentals of Systems Analysis for Data Processing Applications	6288-61	June 14-16	Los Angeles	EDP/Accounts Receivable & Credit Management — EDP Systems for Accounts Receivable and Credit Management	6281-04	July 17-19	New York City
Output/Display — Advances in Output and Display Techniques	6277-61	June 14-16	Los Angeles	Forecasting/LRP — Designing EDP Systems for Corporate Long-Range Planning	6203-04	July 17-19	New York City
Management Reports — Management Reporting Systems and Techniques	6295-09	June 14-16	New York City	Computer Applications — Management of Computer Programming Programs	6220-05	July 19-21	New York City
Systems Design — Management Information Systems Design	6189-11	June 14-16	New York City	Data Processing Management—Principles, Practices and Problems in Supervising Data Processing Operations	6276-04	July 19-21	New York City
Computer Programming — Managing the Conversion to Third Generation Equipment	6279-04	June 26-28	New York City	Management Services — Management of Information Services	6171-08	July 26-28	New York City

AMERICAN MANAGEMENT ASSOCIATION



managing the conversion to third generation equipment design systems information management

JUNE-NEW YORK

AMERICAN MANAGEMENT ASSOCIATION, INC.

The American Management Association Building
135 West 50th St., New York, N. Y. 10020
Tel. (Area Code 212) JUdson 6-8100 (TWX 212-640-5279)

American Management Association

The American Management Association Building
135 West 50th St., New York, N.Y. 10020

Non-Profit Org.
U.S. Postage

PAID
New York, New York
Permit No. 5581

T NELSON
BOX 1546
BOUGHKEEPSIE N Y 12603

PLEASE REGISTER THE FOLLOWING EXECUTIVES FOR THE MEETINGS INDICATED.

NAME	MEETING NO.
POSITION	DATES:
COMPANY	TITLE:
STREET	
CITY	STATE
ZIP	

NAME	MEETING NO.
POSITION	DATES:
COMPANY	TITLE:
STREET	
CITY	STATE
ZIP	

☐ PLEASE SEND
MEMBERSHIP INFORMATION
☐ CHECK ENCLOSED

To Register—fill out and return the card. Or, wire or phone the Registrar at the address given. Registrations must be made in advance, and may be made up to the time of the meeting, subject to confirmation. Applicants should not come to the meeting without advance confirmation. Confirmed registrations cancelled later than two weeks before the meeting are subject to a \$25 service charge. Registrants whose applications have been confirmed and who fail to attend a meeting are liable for the entire fee unless they contact the Registrar *prior to the meeting* to cancel their reservations.

Hotel Accommodations—AMA does not arrange hotel accommodations. However, the Americana Hotel (7th Ave. at 52nd St.) will hold a limited number of rooms for registrants up to two weeks before your meeting starts. These rooms will be at either the Americana Hotel itself, or at the City Squire Inn (affiliated with the Americana)—both within one block of the American Management Association Building. To take advantage of this service, act promptly to be sure of accommodations. Please *contact the Americana Hotel directly* for reservations, mentioning AMA to assure preferred treatment.

Registration Fees—The full fee is payable in advance and includes the cost of all luncheons and meeting materials.

Each three-day meeting

AMA Members
\$150

Nonmembers*
\$175

*Nonmembers: Difference between member and nonmember registration fee can be applied to AMA membership. Check box on card for full information.

REG. 1

PRINTED IN U.S.A.